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New Jersey Board
of Chiropractic
Examiners Filed, Date 5/6/91

John J. Hunch, Esq. Secretary

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC
SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF CHIROPRACTIC
EXAMINERS
DOCKET NO.

In the Matter of)

DR. DORIS LAZUR-UGARTE)
DR. LUIS H. UGARTE)

Licensed to Practice)
Chiropractic in the)
State of New Jersey)

Administrative Action

CONSENT ORDER

ORIGINAL

This matter was opened to the State Board of Chiropractic Examiners ("Board") upon receipt of information that the respondent caused to be published an advertisement entitled "Life Can Take A Dangerous Twist" which allegedly contains false, misleading or deceptive information.

It appearing that the parties wish to resolve this matter without recourse to formal proceedings and for good cause shown;

IT IS ON THIS 18th DAY OF April, 1991,

HEREBY ORDERED AND AGREED THAT:

1. Respondent shall cease and desist from publishing any advertisement which contains information or claims that there is a correlation between vertebral subluxation and SIDS (sudden

infant death syndromne or crib death).

2. Respondent shall cease and desist from publishing any advertisement which makes an offer of "complete" post-partum care in view of the fact that not all aspects of post-partum care are within the scope of chiropractic.

3. Respondent shall cease and desist from publishing any advertisement that claims that a chiropractic examination can "determine" that a vertebral subluxation occurred during the birth process.

4. Respondent shall cease and desist from publishing any advertisement which claims that chiropractic care can prevent SIDS.

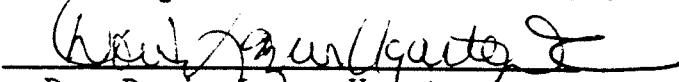


Charles Bender, D.C.

President

State Board of Chiropractic
Examiners

I have read the within Consent
Order and understand its terms.
I hereby consent to the form
and entry of this Consent Order.


Dr. Doris Lazur-Ugarte
Dr. Luis H. Ugarte

A DANGEROUS TWIST

Ms. Gure

You want the best for your newborn. So you follow all the prenatal recommendations - examinations, care and diet before the birth and the important follow-up exams afterward. But, you may be overlooking an important part of postpartum care.

The compression and twisting motion during the birth process can cause injuries to a newborn's spinal column and brain stem. This has been shown to be a contributing factor in:

- SIDS (sudden infant death syndrome or crib death)
- Vertebral Subluxation



A chiropractic examination can help determine if any injury occurred during birth. It is a safe, painless and inexpensive procedure. Call our office today for more information on complete postpartum care.

We take your health as seriously as you do.

Dr. Kenneth DeGroat
Keyport Chiropractic Associates
333 Main Street, Keyport
888-0343

Dr. James W. Dubel
Health-In-Hand Chiropractic
225 Hwy. 35, Middletown
747-4646

Dr. Edward R. Dietz Jr.
224 Taylors Mills Rd.
Manalapan
462-0555

Dr. Daniel Kutschman
Shrewsbury Chiropractic Center
682 Broad Street, Shrewsbury
530-4088

Dr. Arthur Levine
447 Prospect Ave.
Little Silver
530-0405

Dr. Gregory H. Locke
16 Locust Ave.
W. Long Branch
222-0816

Dr. Stephen J. Loihle
Gateway Chiropractic Ctr.
46 State Hwy. 36, Keyport
739-0040

Dr. Lawrence Nantista
Dr. Jeff Rosenzweig
285 Parker Road, Eatontown
229-3344

Dr. Alan Schneider
2130 State Hwy. 35
Sea Girt
449-2280

Dr. Doris Lazur-Ugarte
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452 Front Street, Red Bank
530-8660